

SWIM SAFE AND BE SUNWISE!

VIDEO CONTEST RULES

Millions of people swim every year and the Arizona Department of Health Services (ADHS) wants to make sure all swimmers stay healthy and SunWise while they enjoy the water. To help prevent the spread of germs at recreational water venues (such as pools, lakes, and waterparks) and prevent skin cancer while swimming outdoors, ADHS is asking the public to educate swimmers by making a short, creative video that promotes the simple steps everyone can take to ensure a healthy swimming experience.

The video could be a rap, sketch, dance, slide show, or anything you want it to be as long as it is original and appropriate for all audiences and follows the contest guidelines. The top videos will be posted on the Arizona Department of Health YouTube Channel. The winning video will be used in a state-wide water safety campaign by the Arizona Department of Health Services.

Submission Topic/Theme:

Every summer, thousands of Arizonans enjoy swimming with family and friends, but what many people don't realize is the water they enjoy is like using a communal bathtub – anybody can bring in germs and share them with their fellow swimmers. Illnesses caused by these germs make thousands of people sick every year. These recreational water illnesses can cause a number of unpleasant infections like diarrhea. There are a lot of simple steps that people can take to prevent the spread of germs.

Have you ever thought about how you would teach someone to prevent sunburns or avoid skin cancer when outside? Did you know wearing sunglasses, sunscreen, protecting skin with clothing and a wide-brimmed hat while being active outdoors can help prevent skin cancer?

Please help us educate the public by creating a short 2 minute video that includes at least 4 of the following key Healthy Swimming and SunWise Messages (*need to use at least one message from each category*):

Swim Safe!

1. Never swim when you have diarrhea or are feeling ill
 - * *This helps prevent germs not easily killed by chlorine from getting into the water*
2. When swimming, keep water out of your mouth
 - * *Germs in the water can make you sick if you swallow them*
3. Take regular bathroom breaks
4. Practice good hygiene
 - * *Wash with soap and water before swimming and wash your hands after using the toilet*

Be SunWise!

1. Use sunscreen every day
 - * *At least 15 SPF and reapply at least every 2 hours (especially when swimming)*
2. Wear a wide-brimmed hat and sunglasses
 - * *A hat with a wide brim protects your scalp, ears, face and back of the neck. The wider the brim – the more protection!*

*Statements with an asterisk in front of them do not need to be said on camera, but may be included if you think they will be helpful for the audience to understand the messages.

Contest Timeline:

- Contest starts March 16th, 2015
- Deadline for submissions: midnight May 10th, 2015
- Winning video announced during Healthy Swimming Week (May 18 – 24)

Eligibility:

- All ages are eligible to enter

- Must be a U.S. resident and Arizona resident to enter

How to Enter:

- Create a video no longer than 2 minutes in length.
- Post your video online on YouTube. Visit the www.YouTube.com help site to create an account.
- To enter a video, complete an [entry form](http://azdhs.gov/phs/oids/epi/waterborne/index.htm) on the ADHS Waterborne Disease Webpage: <http://azdhs.gov/phs/oids/epi/waterborne/index.htm> and specify the video's URL.
- Any entry posted on YouTube should be done with the approval of the entrant's parents or legal guardian's.

Video Requirements:

- Video must **not be longer** than 2 minutes.
- Create an original skit, original song or original play. Any entry that copies melody or lyrics or musical composition from a published song will be disqualified. No parodies, no changing the words to a popular song. Be 100% original!
- An entrant may submit more than one entry.
- Group entries are allowed.
- Video should incorporate at least 4 of the key Healthy Swimming and SunWise Messages
- The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously.
 - *The video must not contain material that is inappropriate, indecent, obscene, hateful, violent, defamatory, slanderous or libelous, or that promotes bigotry, racism, hatred or harm against any group or individual or promote discrimination based on age, sex, religion, nationality, disability, sexual orientation or race and must not contain material that is unlawful, in violation contrary to the laws or regulations in Arizona.*

Winning Video:

- Entries will be screened to ensure they meet the above requirements.
- Video will be judged on creativity and content.
- Winning video will be used in the state-wide Arizona Healthy Swimming campaign. Winners must agree to allow ADHS to promote the official winning video.
- Winning video will also be eligible for a prize (prizes will be updated regularly on the ADHS social media pages)

Questions? Please contact Brenna Garrett at brenna.garrett@azdhs.gov or by phone 602-364-2967. Visit our websites for more information on waterborne diseases:

<http://azdhs.gov/phs/oids/epi/waterborne/index.htm> and the SunWise Program:
<http://www.azdhs.gov/phs/sunwise/>